

ORDER



Orders
Order / Rev: 711780 - 2
Alt Order #: 06305458
Product Desc: SODERBERG/SMITH/SACHS
Estimate: 582
Flight Dates: 10/09/12 - 10/16/12
Original Date / Rev: 09/06/12 / 10/15/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Florida Democratic Party
Demographic: A25-54
Product Codes: PL-State/Local,PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	24	\$3,955.00	\$3,361.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$3,955.00	\$3,361.75	0.00
Totals	24	\$3,955.00	\$3,361.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	7%	\$3,955.00
Market	100%	\$56,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$3,955.00
WCWJ	2%	\$1,130.00
WJXT	33%	\$18,645.00
WTEV	19%	\$10,735.00
WTLV	32%	\$18,080.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/09/12	10/15/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MTWTF--	:30	5	\$30.00	P-5	0.00	NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			5			\$30.00		0.00			
2	WJXX	10/09/12	10/10/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	-TW----	:30	2	\$40.00	P-5	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TW----			2			\$40.00		0.00			
3	WJXX	10/09/12	10/15/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MTWTF--	:30	5	\$125.00	P-5	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			5			\$125.00		0.00			

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WJXX	10/10/12	10/12/12	3-4p Wendy Williams	CM	3-4p	--W-F--	:30	2	\$70.00	P-5	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W-F--		2				\$70.00		0.00			
5	WJXX	10/09/12	10/15/12	4-5p Anderson	CM	M-F 4-5p	MTWTF--	:30	3	\$60.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MT-T---		3				\$60.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/09/12-10/15/12	4-5p Credited [CR]		M-F 4-5p	MT-Th----	:30		(\$60.00)		0.00	NM		
	2	WJXX	10/09/12-10/15/12	4-5p Credited [CR]		M-F 4-5p	MT-Th----	:30		(\$60.00)		0.00	NM		
	3	WJXX	10/09/12-10/15/12	4-5p Credited [CR]		M-F 4-5p	MT-Th----	:30		(\$60.00)		0.00	NM		
6	WJXX	10/15/12	10/15/12	Mon Prime Other DWTs	CM	8-10p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$1,000.00		0.00			
7	WJXX	10/09/12	10/15/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MT-TF--	:30	4	\$80.00	P-5	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MT-TF--		4				\$80.00		0.00			
8	WJXX	10/10/12	10/10/12	Wed Prime A Middle/ Suburgatory	CM	Wed 8p-9p	--W----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1				\$450.00		0.00			
E 9	WJXX	10/10/12	10/10/12	Wed Prime C NASHVILLE	CM	10-11p	--W----	:30	1	\$550.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1				\$550.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/08/12-10/14/12	Wed Prime C Credited [CR]		10-11p	--W-----	:30		(\$550.00)		0.00	NM		
E 10	WJXX	10/12/12	10/12/12	Fri Prime B What Would You Do?	CM	Fri 9p-10p	----F--	:30	1	\$500.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/08/12-10/14/12	Fri Prime B Credited [CR]		Fri 9p-10p	----F----	:30		(\$500.00)		0.00	NM		
11	WJXX	10/12/12	10/12/12	Fri Prime C 20/20	CM	Fri 10p-11p	----F--	:30	1	\$500.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/08/12-10/14/12	Fri Prime C Credited [CR]		Fri 10p-11p	----F----	:30		(\$500.00)		0.00	NM		
12	WJXX	10/14/12	10/14/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$80.00	P-5	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$80.00		0.00			
13	WJXX	10/09/12	10/09/12	GMJ Sunrise M-F 5-6a	CM	5-6a	-T-----	:30	1	\$60.00	P-5	0.00	NM	1	\$60.00

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13	WJXX	10/09/12	10/09/12	GMJ Sunrise M-F 5-6a	CM	5-6a	-T-----	:30	1	\$60.00	P-5	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	-T-----		1		\$60.00		0.00					
N 14	WJXX	10/16/12	10/16/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	-T-----		1		\$1,000.00		0.00					
N 15	WJXX	10/16/12	10/16/12	GMJ Sunrise M-F 5-6a	CM	5-6a	-T-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	-T-----		1		\$50.00		0.00					
Totals														24	\$3,955.00